

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
March 19, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Shawn Ingram	My Friend's Place
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
Directors Absent	Thaddeus Smith, V.P.	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Aziz Banayan	Algert Co., Inc.
	Don Jacinto	Hollywood Roosevelt
	Jan Martin	AMDA
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Bill Farrar	Andrews International
Guests	Elizabeth Peterson	EPG
	Sylvan Bitten	Dolce Group
	David Jarret	Dolce Group
	Tricia LaBelle	HHA/HNOA

	Robert Abrahamian	1775 N. Ivar Ave./Joseph's Cafe
	Sonny Rouel	1718 Vine St. LLC./ The Forbidden City
	Gabe Rose	Coro Fellow

#### I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:12 p.m.

#### II. Public Comment

Elizabeth Peterson informed the board of the recent plans for the Hollywood and Vine location underneath the Equitable Building. Currently there is a proposal to put an Irish Pub into the former restaurant space, and a "cigar type lounge" where the former Vine Street Lounge was located.

Tricia Labelle and the Hollywood Hospitality Association have made a request to the city to extend the service and consumption hour policy. If the request was accepted stores would still have to desist from selling alcohol after 2 a.m., restaurants after 3 a.m. and bars after 4 a.m. LaBelle informed the board that statewide law would still remain at 2 a.m., but other cities would be allowed to change the law with community approval. Kerry Morrison asked that if locations are able to serve alcohol later, would they also be able to play music longer. LaBelle responded that locations would still have to follow their C.U.P.s, which would probably have to be adjusted to accommodate the later service.

Jimmy Kimmel in conjunction with the W hotel will be hosting a block party at the corner of Argyle Avenue and Hollywood Boulevard on Thursday, April 23, 2009. Jeff Cohen reported that the W and Kimmel had received approval from the Council District 13 street closure committee and the Pantages Theater, before proceeding with the plans.

#### III. Approval of Minutes

**It was moved by Shawn Ingram, seconded by Jeff Cohen and CARRIED to approve the minutes from the board's February 19, 2009 meeting. Abstained: Ron Radachy, Jose Malagon and Chris Bonbright.**

#### IV. Treasurer's Report

##### A. Treasurer's Report:

1. Approve Treasurer's Report for February 28, 2009: Kerry Morrison reported to the board that from the records received thus far from the City Clerk it appears as though the delinquencies are lower than anticipated. Morrison would like to confirm with the City Clerk's records that this is the case. If the delinquency rate was to stay low the board could possibly vote at their June meeting to move the funds budgeted for delinquencies back into their originally budgeted categories.

**It was moved by Nathan Korman, seconded by Tej Sundher and CARRIED to approve the Treasurer's report from February 28, 2009. Unanimously approved.**

2. Authorization to allow Treasurer to advise on Diversification of Deposits:

Recently Frank Stephan, Kerry Morrison and Duke Gallagher (Treasurer, Central Hollywood Coalition) met with representatives of Wells Fargo bank to discuss diversification options in order to ensure that the BID's funds were FDIC insured. In meeting with the bank Morrison informed the board of two options the BID available to the BID vis-a-vis their deposits. Option one would be to move the money to a checking account where the funds would be completely insured through December 31, 2009, although the downside of this would be that the BID would not collect any interest on the money. The second option would be to take the funds and move them into multiple CDs with varying term lengths, however the money would only be FDIC insured for up to \$250,000. Morrison asked that the board consider a motion to allow Stephan, as Treasurer, to work with RBZ to place funds across the two options.

**It was moved by Tej Sundher, seconded by Ron Radachy and CARRIED to authorize Frank Stephan to work with RBZ and Kerry Morrison to diversify the BIDs deposits across FDIC insured CDs and the BIDs existing accounts. Unanimously approved.**

#### V. Committee/Activity Reports

##### A. Marketing Committee

1. Hollywood University - First Meeting: Katie Zandona reported that on March 5, 2009 the Chamber of Commerce in cooperation with the HPOA hosted a meeting of the various Hollywood schools in the BID areas. Zandona described the meeting as a great opportunity for the schools to bounce ideas off each other, and could possibly lead to some large collaboration between schools in the area. One repeated concern among the campuses was the lack of affordable student housing in the area. Morrison also had proposed the idea of having an open house across the school locations so parents, as well as stakeholders in the area, could get to know the schools and see their facilities.

2. 2009-2010 Visitor's Guide: Sales will be starting for this year's Hollywood Visitor's Guide and Map. Zandona informed the board that the BID had already secured a title/cover sponsor for this year's map and would be starting the sales efforts with \$30,000 already pledged. This year's advertising options will be lowered by \$100 each, to try and entice more businesses to take part in the guide.

##### B. Security Committee:

###### 1. Homeless Issues:

a. In-field Demographic Interviews of Hollywood Homeless Sample: Morrison reported that the second phase of the LAHSA homeless count occurred the previous night (3-18-2009) in Hollywood. Approximately 50 volunteers, including HPOA staff, went out and conducted surveys of various homeless individuals in the area. LAHSA will use the data that was gathered to better understand the demographic characteristics of L.A.'s homeless population, and determine what resources are most currently needed.

b. ULI Project 1000: Sarah MacPherson had recently received a call from the Urban Land Institute (ULI) explaining their Project 1000. The project is an initiative to

raise awareness about the need for permanent supportive housing in Los Angeles and to engage student teams to prepare case studies of how such housing can be financed. There will be a free Learning Day for the program at UCLA on April 10, 2009 from 8 a.m. - 3 p.m.

c. Project Homeless Connect Day: Shawn Ingram briefed the board on the upcoming YIMBY Connect Day on June 25, 2009. The Music Box will be donating their space for the event this year, however there are several other items that will need to be purchased. Ingram informed the board that the three BIDs in the Hollywood area are all being asked to contribute \$2,500 toward this year's event to help with some of the logistical costs. Morrison informed the board that if a motion was made to contribute, the funds would be taken out of the Security Contingency.

**It was moved by Nathan Korman, seconded by Ron Radachy and CARRIED to approve a contribution of \$2,500 from the HPOA's Security Contingency to the 2009 Connect Day. Abstained: Shawn Ingram.**

2. Tour Groups at Hollywood and Highland: Tej Sundher discussed with the board a growing issue in the area surrounding Hollywood and Highland regarding multiple tour guides/businesses and vendors overcrowding sidewalks during peak business hours. Morrison said that Tour Businesses on the boulevard should be licensed by the P.U.C. in order to conduct business. Morrison proposed to place this on the agenda for the next Security Committee meeting.

3. Andrews International Report: Morrison informed the board of an incident that occurred in the Sunset and Vine BID, where two Andrews officers observed a gentlemen drinking in public. As they followed the gentlemen they were led to the scene where a woman was unconscious and surrounded by three males. The Andrews officers quickly called LAPD, who were able to respond and arrests the defendants with the help of Andrews. The board commended Andrews International and the officers for their great work.

#### C. Streetscape Committee:

1. Alley CATS Update: A meeting was held on March 4, 2009 with representatives from the Cahuenga Alley and a list of logistical details were developed that need to be accomplished to continue progress toward the designation of the alley as a pedestrian mall. MacPherson informed the board that the staff has retained the internship services of Gabe Rose, a Coro Fellow, to aid in obtaining some of the necessary information for the alley project.

2. Pigeon Control - 2009: At the last Streetscape Committee Meeting representatives from the Argyle Civic Association requested that the committee make another contribution to the Citizen Pigeon program. The committee asked that the group return to their next meeting with results that show that the program has been successful, before further contributions are made.

3. Hollywood Police Support Association: Morrison informed the board that the Hollywood Community station is preparing for an upcoming inspection by Chief Bratton. In order to prepare for the inspection the HPSA is looking for monetary contributions or volunteers to help clean the station in preparation for the inspection. Morrison informed the board that the

staff is currently trying to work with Clean Street to see if it would be possible for them to donate time to aid with landscaping tasks around the outside of the facility.

4. Walk of Fame Tree Trimming: MacPherson reported that an RFP has been sent out for landscaping and tree trimming. MacPherson informed the board that this would be the last year the HPOA would be able to use remaining funds from the old Hollywood-Vine Assessment District to trim the trees.

5. Status of CRA's Section 106 Review required for tree installations along the Walk of Fame: MacPherson informed the board that money for the installations has been held by Cal Trans due to the fact that the Section 106 Review would first have to be completed. In order for this to occur the BID would have to compete for the contract. MacPherson explained that she is looking into the requirements and would report back to the board at their next meeting.

#### VI. HPOA Business

A. Review of draft 2009 Business Plan for NavigateHollywood.com: With the successful launch of NavigateHollywood.com, Zandona distributed to the board a coverage report which showed the various media outlets in which the website/launch appeared. Morrison informed the board that Navigate Hollywood will have some ongoing costs associated with the site, regularly scheduled maintenance, web hosting and a text marks service charge at a total cost of approximately \$550/month. Since the website was initially paid for through various donations from stakeholders/developers within the Hollywood area (\$36,000), the site would need a \$5,000 loan from the HPOA to capitalize its operations until alternative revenue sources (example: advertising and sponsorship) could be generated by the third quarter. The loan would be repaid. Zandona shared with the board a marketing strategy and business plan for the site to attract advertising revenue to help subsidize the costs. MacPherson also recommended approaching film promoters and studios who are responsible for closures in order to request they contribute to the site as well.

**It was moved by Tej Sundher, seconded by Jose Malagon and CARRIED to approve that the HPOA would loan \$5,000 to the Navigate Hollywood website to help subsidize on-going cost for the upcoming year. The website would repay the loan to the HPOA once advertising revenue was generated. Opposed: Nathan Korman, Abstained: Monica Yamada.**

#### VII. New Business

A. Urban Design Plan: The board was given a copy of the last published version (1993) of the Urban Design Plan. Morrison and MacPherson have met with the CRA to try and set a date for a meeting where BID stakeholders would be invited to learn about the significance of the plan and provide input. The board suggested some possible locations for the meeting.

#### VIII. Report from Executive Director

A. Request from NCA regarding Service on New Markets Tax Credit Program Advisory

Board: David Nix from NCA had asked if Morrison would be available to be on the advisory board for a New Market Tax Credit program. The program applicant is Commonwealth Fund, although NCA would be a beneficiary of this financing mechanism. Morrison informed Nix that she could not be on the board without first consulting her board of directors. Since a name was needed in order for the application to be filed on time, Morrison gave permission for her name to be placed on the application as a place holder. The board asked that Morrison request that Nix remove her name from the application before it is submitted.

#### B. Priority Planning for 2009

1. Annual Property Owners Meeting: Morrison informed the board that the annual All Property Owners Meeting is quickly approaching. The board determined that the Annual Property Owners Meeting should take place in either May or June.

2. Potential For Board Retreat: Morrison distributed to the board a sheet which listed the various activities the staff is currently involved in. Morrison asked the board overlook the chart and this will serve as a working document at a future planned retreat where priorities will be finalized.

#### VIII. Next Meeting

The next meeting was scheduled for April 16, 2009 at 4 p.m. in suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

#### IX. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 5:56 p.m.